

# Working Across Generations

Ashley Grayson - Criteria

# Criteria

Voice of the Customer  
Market Intelligence  
since 1980

# Criteria clients

- Blizzard Entertainment
- CompuServe
- GT Interactive
- HP (DEC)
- LA Gear
- Mitsubishi
- NEC
- Samsung
- Sharp
- Toshiba
- Xerox & Xerox PARC

Market impact of genY  
in the next 5 years?

A. 20%

B. 120%

C. 200%

D. 300%

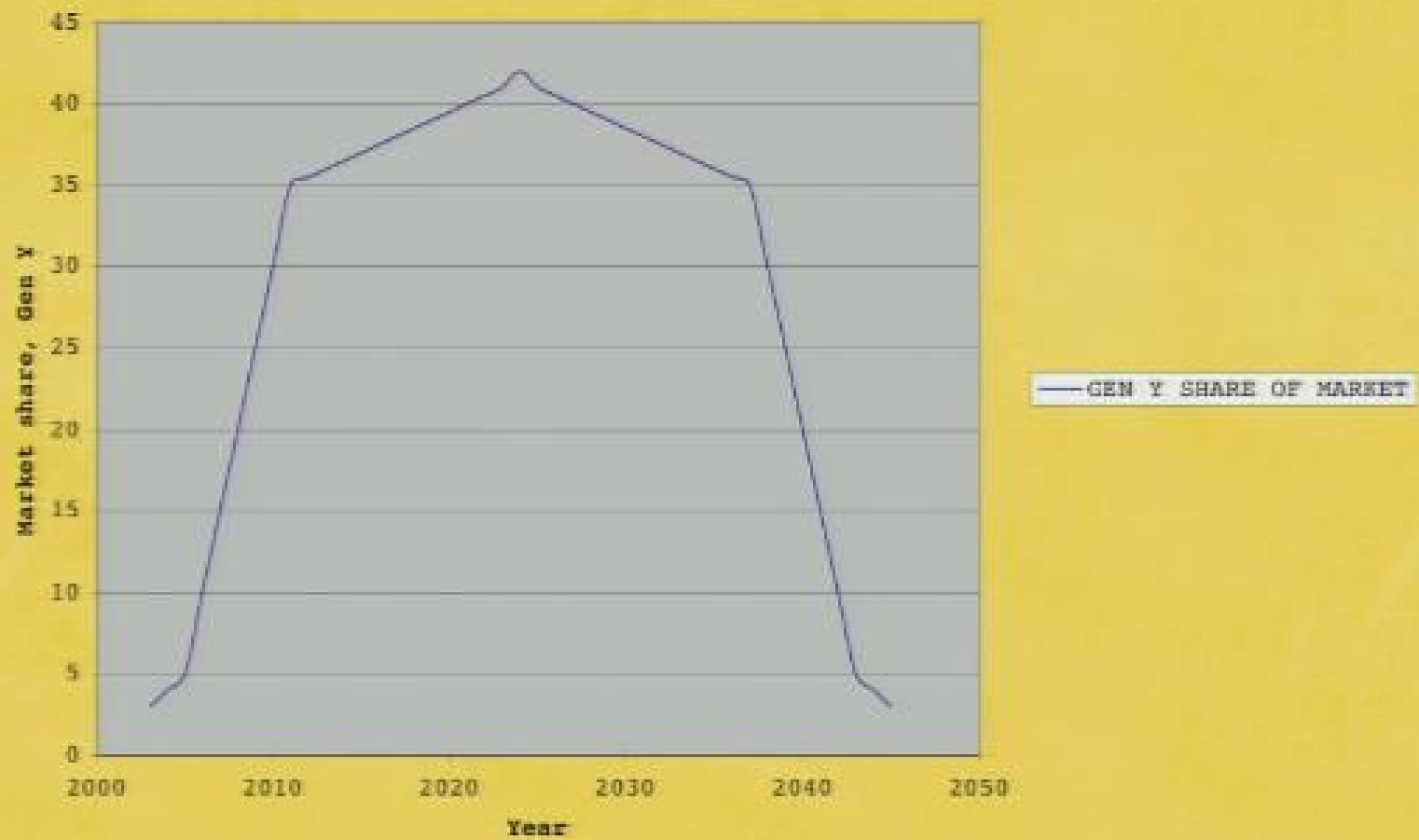
E. 500%

700%+

# Why genY?

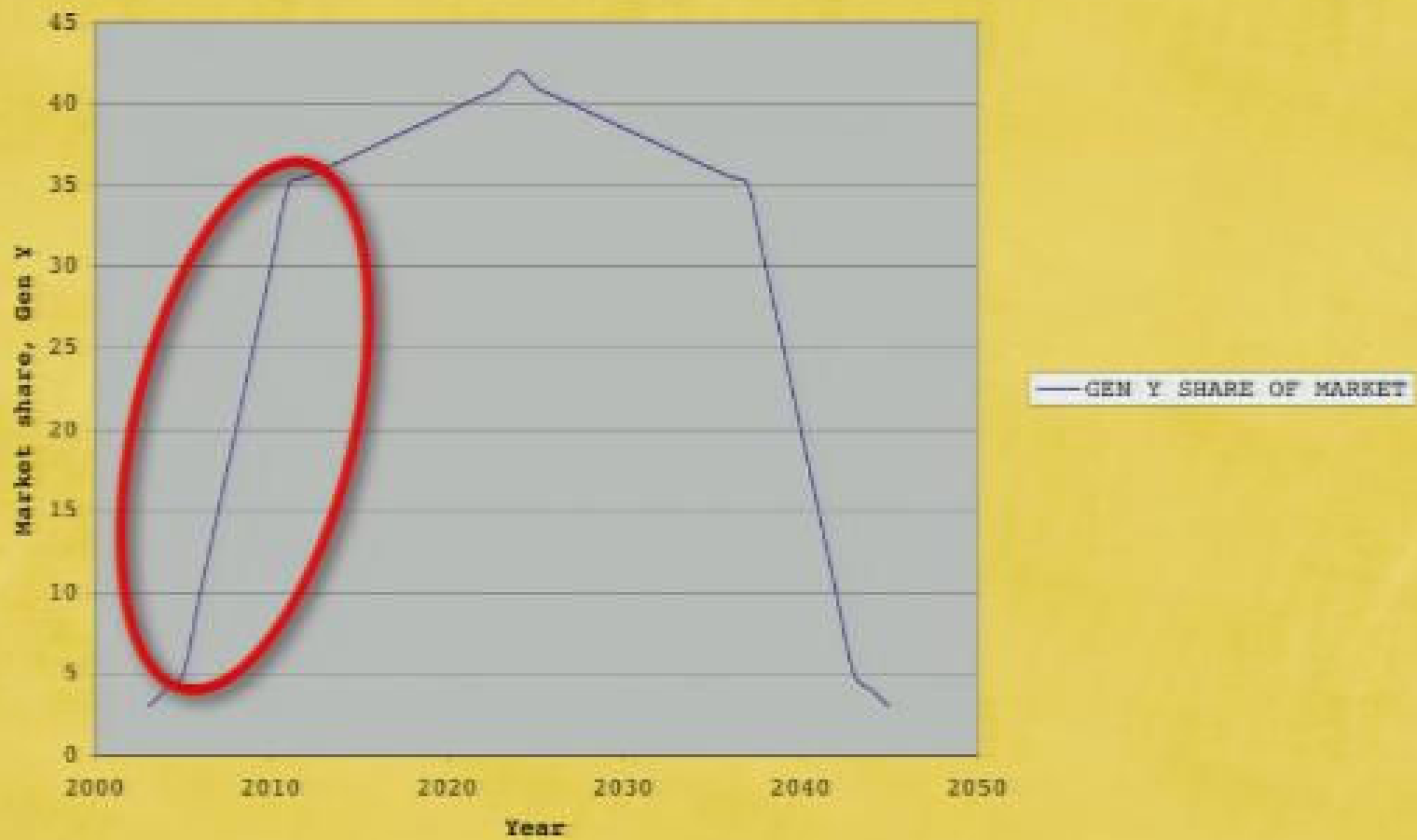
- 70,000,000+ new consumers
- 5 to 35 in 5
- 7 times the market force by 2011
- wave hits once, during the next 4 years
- huge, not-to-be-repeated opportunity

GEN Y SHARE OF MARKET (Simulated/predicted)

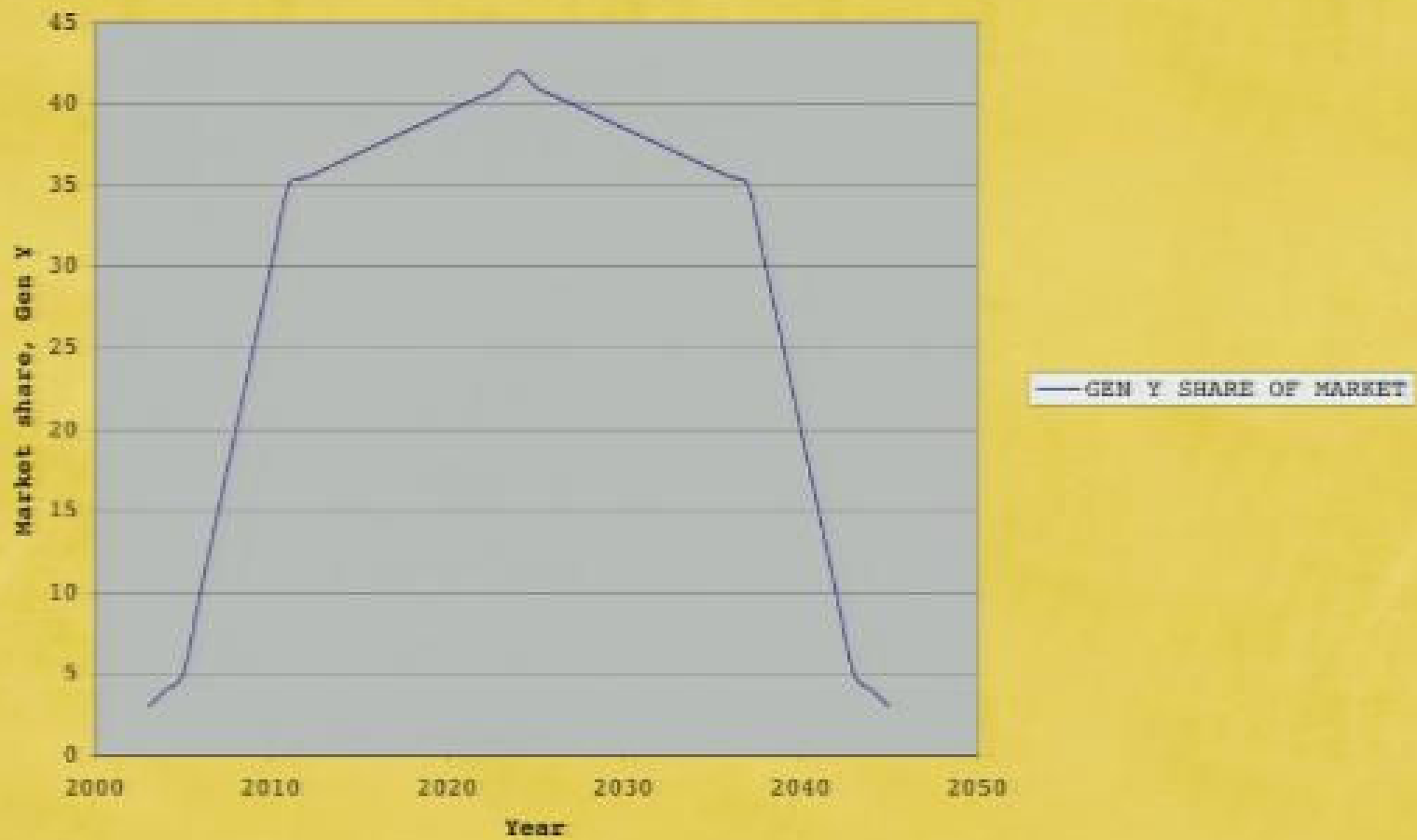




GEN Y SHARE OF MARKET (Simulated/predicted)



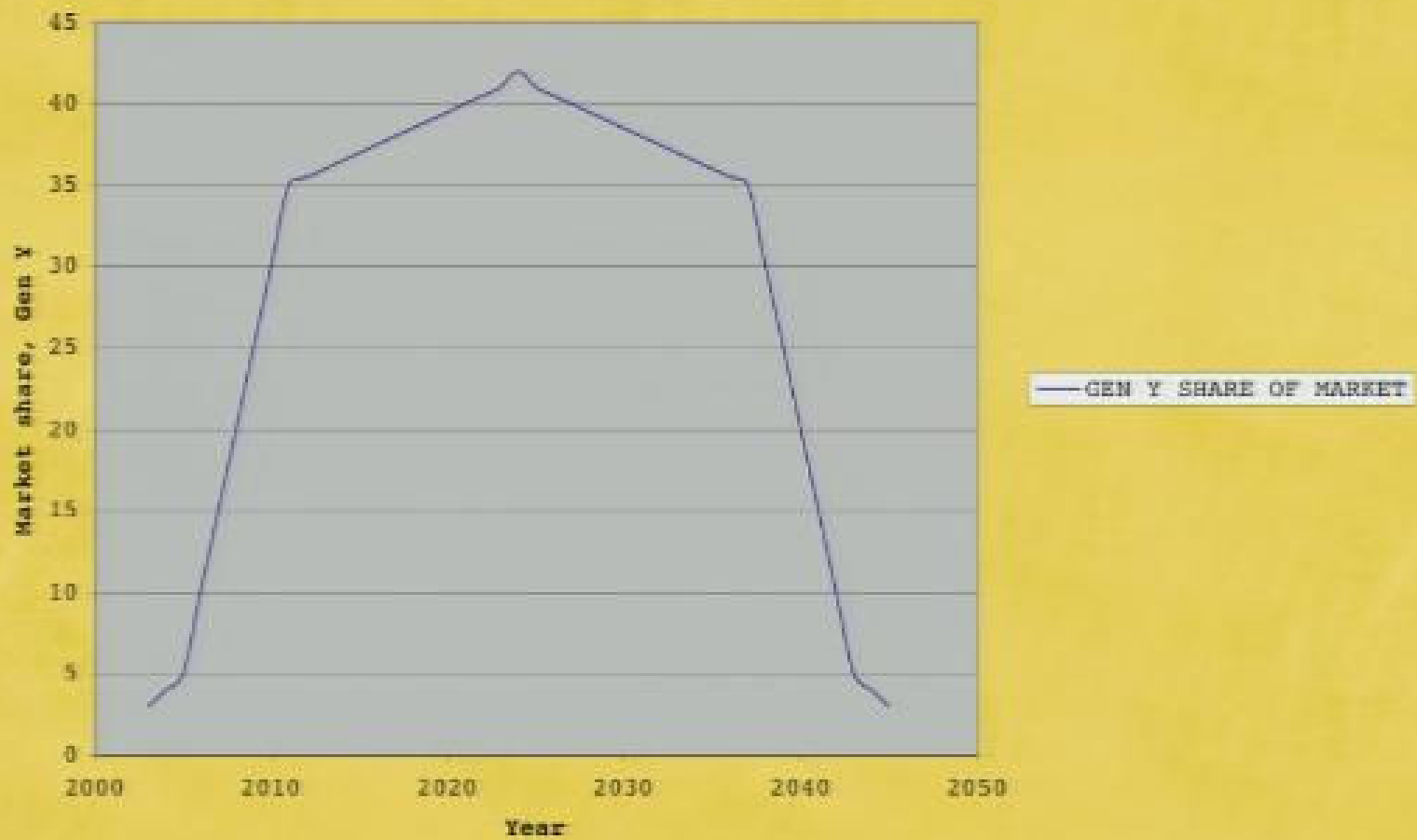
GEN Y SHARE OF MARKET (Simulated/predicted)



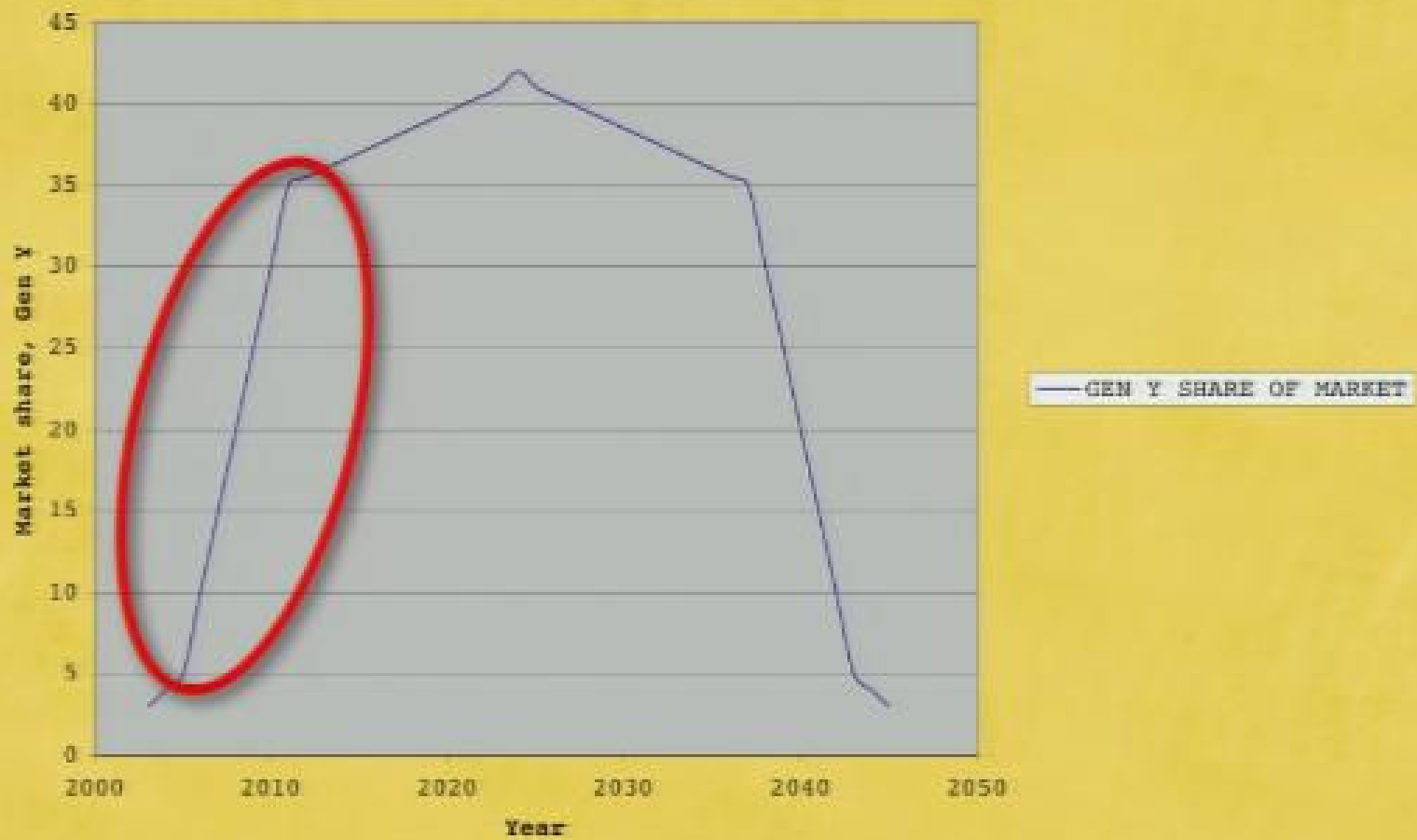
# Why genY?

- 70,000,000+ new consumers
- 5 to 35 in 5
- 7 times the market force by 2011
- wave hits once, during the next 4 years
- huge, not-to-be-repeated opportunity

GEN Y SHARE OF MARKET (Simulated/predicted)



GEN Y SHARE OF MARKET (Simulated/predicted)



genY = Millennials

# How do we know?

The iPod told us so.



# They “think different”

- Apple found them first
- iPod sold 80% better to genY when they were less than 5% of the market
- iPod resisted all competitive efforts



# Millennials are different

- In the market

- identity
- control
- change

- In the workplace

- purpose
- problem solving
- communications
- loyalty
- competence
- meetings & training

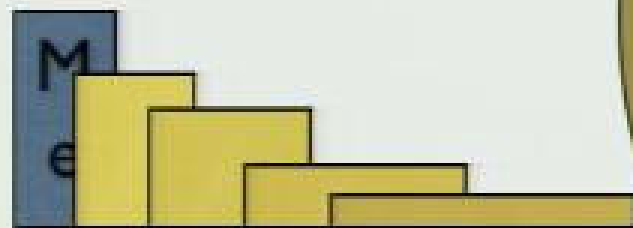
Identity

# They feel differently

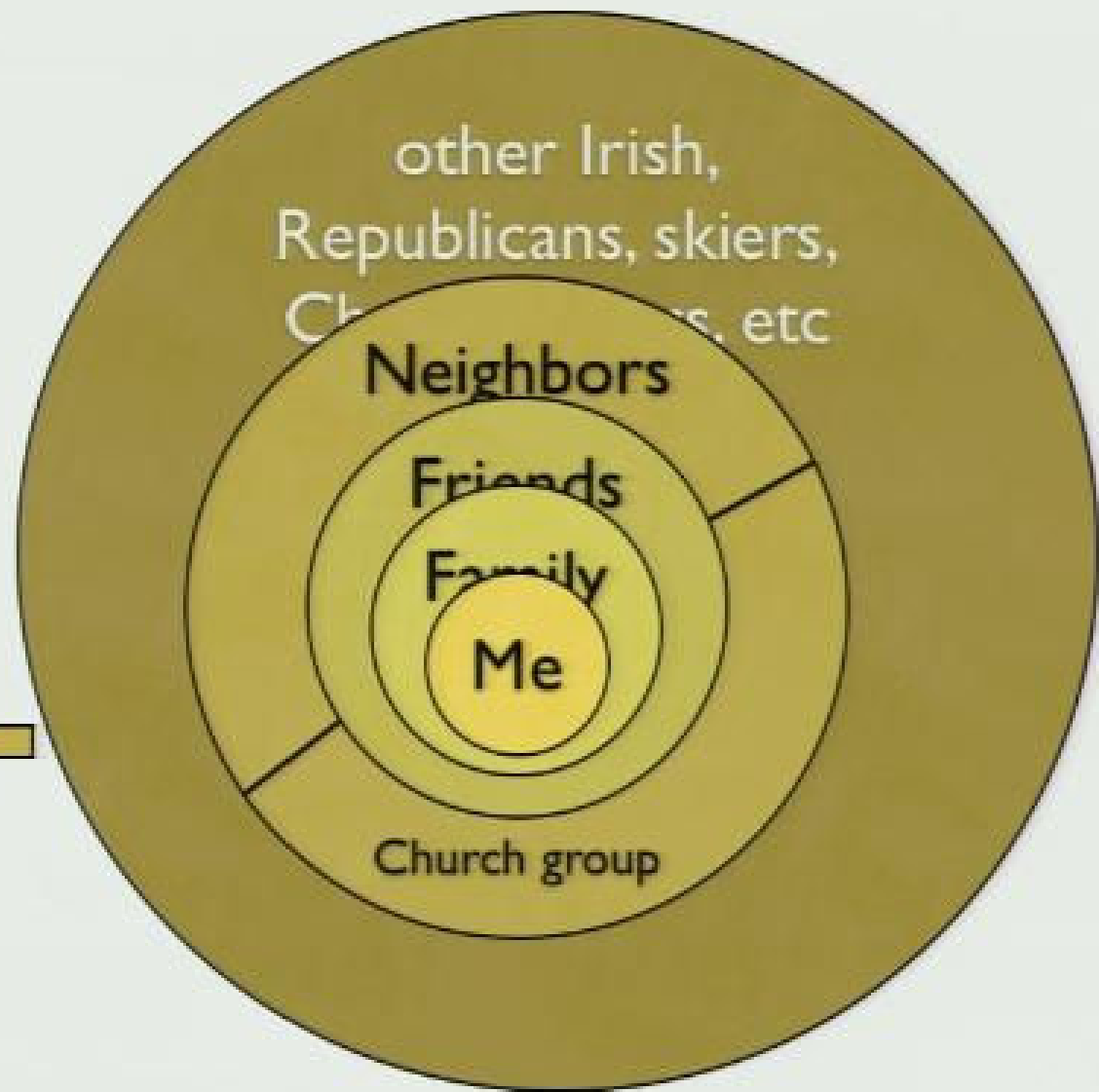
- they live **in** large networks but they live **for** small networks
- maintaining these relationships is of first importance
- **own** means something different
- they pursue the “best” way, not “my way,” and never “the company way”

# VIN

- dominant social network for Millennials
- 3 to 7 intimate friends (“You’re in my 5.”)
- Millennials buy for VIN recognition



side view



# Traditional



side view



genY VINs

Control

# Control\*

- Boomers:  
achieve mastery through learning and understanding
  - GenX:  
demonstrate mastery through stylish use
  - Millennials:  
successfully associate with the topic
- \* less significant among scientists and engineers



Change  
(is not Progress)

# Change for Boomers

- is a story
- happens over time
- tomorrow will be better
- change  $\Leftrightarrow$  progress

Change  
(is not Progress)

# Control

- “by what I put on my iPod”
- “not by having more buttons and features put there for me by the vendor”
- they live to share, not to control or be controlled

Change  
(is not Progress)

# Change for Boomers

- is a story
- happens over time
- tomorrow will be better
- change  $\Leftrightarrow$  progress

# Change for genY

- is an image
- happens all at once
- tomorrow will be fashionably different
- “better” is assumed, it is not a sales point

*let's say that again...*

- improvement is the natural course of life
- a product that's not always getting better is defective



Purpose

# Why am I here?

- Supervisor: I'm here to see that you polish widgets
- Millennial: I'm here to have a growth experience and you are here to coach me

# Problem Solving

- natural at group work, which is a good thing, except when you need a maverick
- belief that everyone knows the answer so they just have to get together and apply the answer
- why vote when there's no consensus?

# Communications

Millennials communicate  
differently

# Millennials communicate differently

- electronic messages are preferred

# Millennials communicate differently

- electronic messages are preferred
- they live in public view but assume they will never be noticed

# Millennials communicate differently

- electronic messages are preferred
- they live in public view but assume they will never be noticed
- bad news comes in person



# Millennials communicate differently

- electronic messages are preferred
- they live in public view but assume they will never be noticed
- bad news comes in person
- negative assessment reflects an attitude problem on the part of the giver

# Communication for different purposes

- to keep the flock together
- informal qualities of oral communication are spreading into formal forms
- to collaborate, not to use as a technique to “get your way”
- reject persuasion--seen as a technique to get people to do things they don't want to do

Loyalty

# Loyalty is interpersonal

- honor codes are dead
- they don't snitch, but they do shun
- loyalty to the VIN/family first

Competence

# Competence = own

- Team performance more important than personal spotlight
- Weak grasp of the difference between personal mastery and having been in the room
- Choose mentors from peers not from authority figures

# education for exposure

- see something work once, then move on
- eroded understanding of what it means to do something
-

# Meetings & Training

- View the purpose of meetings differently
- Have different views of stories and examples
- Strong preference to try and fail
- Lectures are not enjoyed



- how genY read
- how genY write

# Conclusion

All we have done today is identify cross generational behavioral traits and give them names. Awareness is the first step but positive engagement is needed to practice and master the skills needed to work together.